



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310)659-0205 FAX(310)657-4340
Dick Rosengarten, Publisher E-Mail: calpeek@aol.com

VOL. XXIV
No. 11

MAR. 18, 2002

CAMPAIGN 2002: BALLOT BOX BUDGETING WAR. SCHWARZENEGGER VS. HOWARD JARVIS & SIMON.

Editor's note: Supporters of an initiative to promote after school programs in Calif. could end up in a nasty battle over general fund revenues with another initiative promoted by the Howard Jarvis Taxpayers Assn. and GOP gubernatorial candidate Bill Simon Jr. Here's a brief update & analysis...

...Citizens for After School Programs is the formal committee headed by actor Arnold Schwarzenegger, who at one time last year looked briefly at the GOP race for governor. The initiative itself is called The After School Education & Safety Act and is being circulated now for the November ballot. All sources say it will qualify. The initiative statute would appropriate **\$400 million** per year to provide matching grants to all Calif. public K-9 schools. But the initiative won't kick in until 2004 or later – and only when Calif.'s non-Prop. 98 general fund “grows by at least \$1.5 billion over the highest level of any previous tax year.” In other words, while money for this program comes from the State's general fund, Prop. 98 funding is not at risk. That's why the powerful CA Teachers Assn. has signed on a supporter. Ditto the CA District Attorneys Assn....

...Schwarzenegger is the campaign chair, while the co-chairs are AG Bill Lockyer(D), CA Supt. of Public Inst. Delaine Eastin and former Wilson Admin. Education Sec. Marian Bergeson. The campaign is under the direction of consultant George Gorton, while press is being handled by Sheri Annis. This statute requires about 450,000 valid signatures and CASP has hired Arno Political Consultants as petition managers. The official disclaimer not only lists Schwarzenegger, but also media mogul Jerry Perenchio – meaning there is serious money behind this proposal...

...As noted above, this initiative may run headlong into a planned constitutional amendment and statute by HJTA and Simon: The Jarvis-Simon Homeowners & Renters Relief Act. Originally, HJTA and Simon were looking at November 2002, but now say they're going for 2004. The homeowners property tax exemption (and renters tax credit) have

not been raised since 1974. There are two versions of this proposal: one raises the exemption to \$250 and the other to \$500. The current exemption is only \$70. Renters get relief too – assuming the initiative is properly drafted...

...But the key problem facing Jarvis-Simon is finding between \$1.5 and \$2.5 **billion** per year taken away from local government. Anytime the property tax exemption is raised, it's a hit against local government. And when first proposed, the initiative was intended as a statute. But Calpeek noted a flaw in the language which could have triggered a tax hike. Thus HJTA is now doing a constitutional amendment initiative to kill the clause in the Constitution requiring a tax increase to pay for the backfill to local govt. While this tax hike problem has been fixed, HJTA sources say the backfill to local govt. should come from the general fund and say the State can take steps to be more efficient...

...This is where Jarvis/Simon comes into conflict with Schwarzenegger's proposal. Both want to draw on the general fund – the After School initiative in '04; the Jarvis/Simon plan in '05. Is this potential war just a continuation of the friction between the Simon vs. Riordan wings within the Calif. Republican Party?? Stay tuned...

CAMPAIGN 2001: CALPEEK'S WINNERS & LOSERS.

Editor's note: Now for one of your favorite post-election columns: Calpeek's Winners & Losers. There is nothing objective about this column – so sit back, enjoy, scream or weep...

- **Best Overall Campaign** – To Gov. Gray Davis' campaign team. The campaign strategy was brilliant and successful. Knock off your toughest opponent in the primary and end up facing an opponent who is at odds with core Calif. beliefs...

- **Worst Campaign** – Is there any doubt? A 30-point meltdown by the mega-mistake filled GOP gubernatorial campaign of former L.A. Mayor Richard Riordan...

CALIFORNIA POLITICAL WEEK (ISSN 0195-6175) IS AN INDEPENDENT, NONPARTISAN NEWS ANALYSIS BULLETIN OF CALIFORNIA POLITICAL WEEK, INC., A CALIFORNIA CORPORATION. TELEPHONE: (310)659-0205. ADDRESS: P.O. BOX 1468, BEVERLY HILLS, CA 90213. \$90/YEAR. PUBLISHED WEEKLY, 44 WEEKS PER YEAR. COPYRIGHTED BY CALIFORNIA POLITICAL WEEK, INC. THIS TRADEMARK REGISTERED WITH THE CALIF. SECRETARY OF STATE. REPRODUCTION IN WHOLE OR IN PART REQUIRES EXPRESS PERMISSION. ALL RIGHTS RESERVED. 1ST CLASS POSTAGE PAID AT LOS ANGELES.

LICENSED TO UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

● **A Big Winner** – Sacto-based Russo, Marsh + Rogers. Not only did they have GOP gubernatorial nominee Bill Simon, but also won the primary for GOPer Greg Conlon in his bid for State Treasurer + a piece of NO on 45...

● **Longest Night Award** – To moderates from both major political parties...

● **Mr. Big Bucks** – Had it not been for his deep pockets, Steve Westly would not won the Demo nomination for State Controller. BOE member Johan Klehs had experience, but not enough \$\$\$\$...

● **GOP Road Kill** – The only incumbent lawmaker to be defeated was Assemblyman Phil Wyman(R-34). GOPer Sharon Runner toasted Wyman by 10-points...

● **Power Players Who Ate It** – John Burton (Kim Burton); Bob Hertzberg (Andrei Cherny); Alex Padilla (Tony Cardenas); Carole Migden (Harry Britt); Maxine Waters (Mike Davis)...

● **Big Upset Award** – To the campaign of Assemblyman Kevin Shelley, who won the Demo nomination for Secretary of State over former SOS March Fong Eu...

● **Best Late Surge Awards** – To 78th AD Demo candidate Vince Hall; 64th AD GOP candidate Jon Benoit; and 32nd AD GOP candidate Kevin McCarthy...

● **The Phoenix Award** – To former Insurance Comm. John Garamendi. He's the Demo nominee for IC and he should be installed as the frontrunner in this race...

● **Best Endorsement** – Former NYC Mayor Rudy Giuliani for winning GOP gubernatorial candidate Bill Simon...

● **Central Valley Bad Boy Award** – To winning 29th AD GOP assembly candidate Steve Samuelian. He was once busted for soliciting an undercover police hooker, but won the nomination anyway. Oh well....

● **Most Effective IE** – To the Calif. Dental Assn. PAC for their effort on behalf of GOPer Sam Aanestad in the 2nd SD primary against fellow Assemblyman Dick Dickerson. Runner-up: Calif. Alliance won 4/5 Demo Assembly contests and CREPAC who went 6/9 in Assembly contests...

● **Best Campaign Tactic** – The Aanestad campaign placed signs next to Dickerson's 4x8 signs which had an arrow and the words, "*He raised your taxes.*"...

● **Most Effective TV Award** – To DC-based Doak, Carrier, O'Donnell & Assoc. for their negative tv hits on Riordan, especially that spot where Riordan is on camera saying *abortion is murder*. That was perhaps the best negative tv spot in the past 10 years...

● **Recycled TV Award** – To consultant Wayne Johnson for successful GOP controller candidate Tom McClintock. Same ad ran in 1994 – *tighter than a bullfrog's behind*...

● **Best Initiative Campaign** – Sorry, there wasn't one...

● **Big Mistake Award** – To CTA and SEIU for their last minute, multi-million dollar failed ambush of Prop. 42. Can a *jihad* by the building & construction industry unions be far behind???

● **GOTV Maven Award** – To Demo GOTV guru Susan Burnside & Associates (Greuel, Levine & Sanchez)...

● **Best Post Election 1-Liner** – "At the GOP unity break-fast on March 6th, Dick Riordan ordered egg on his face." Source requested no attribution...

● **Relatively Speaking** – Daughters who lost: Kim Burton & Gina Papan. Siblings who won: Ron Calderon & Linda Sanchez. Stay tuned...

AN IDEA TO CONSIDER: SB 1975 WOULD CHANGE CALIF.'S EARLY MARCH PRIMARY TO SEPTEMBER.
Editor's note: Should Calif. switch it's non-presidential primary elections to September or June? It's an idea that is beginning to gain some momentum. Here is *Calpeek's* brief update & analysis...

...The problem with the current system, according to some *Calpeek* sources, is that an early March primary in Calif. may in fact be perfect for presidential politics, but it does not work well for Statewide, U.S. House and Legislative primary contests. Filing and declarations of candidacy begins in the fall, but campaigning is interrupted by 6-week Thanksgiving-to-New Year's holiday period, where campaigning is nearly impossible...

...Just after WWII, Calif. went to the June primary for both presidential and Statewide primaries. That system of the June primary stayed in place until 1996 when Fresno Sen. Jim Costa's bill moved the presidential and regular primary to March. While former Pres. Bill Clinton had no credible Demo opposition, there was a spirited GOP presidential primary (Dole, Buchanan, Forbes, Dornan & Keyes). There were no other Statewide primaries that year. In 1998, Calif.

reverted back to the June primary (non-presidential year). But in **2000**, with major Demo & GOP presidential battles underway, Calif. again went back to the early primary...

...Why didn't the Legislature then move the non-presidential **2002** primary back to June? Reapportionment. Gov. Gray Davis(D) and the Demo controlled Legislature stayed with an early March primary just in case no remapping deal could be made. A March 2002 primary wouldn't give the GOP much time to prepare a *referendum* on the various remapping plans. As it happened, a deal was cut in the fall of 2001, but the early March primary stayed in place...

...Enter State Sen. Ross Johnson of Orange Co. Johnson introduced **SB 1975** in February. The bill has been assigned to the Elections & Reapportionment Cmt. of the Senate, under the chairmanship of Don Perata(D-Oakland). SB 1975 would keep the early primary for presidential balloting, but would move the all Statewide primaries to the second Tuesday in September...

...Sources say SB 1975 is beginning to gain some momentum. Costa and State Sen. Dede Alpert(D-San Diego) are Senate co-authors along with GOP Senate Leader Jim Brulte. In the Assembly, Demo Joe Simitian is a co-author and is carrying the bill. In terms of *institutional support*, the CA Chamber of Commerce and the CA Business Roundtable are both in support. Sources say the CA League of Women Voters and the CA Federation of Teachers are taking a careful look at SB 1975...

...FYI: Most campaign consultants Calpeek has talked to favor either a June or September primary. Some 10 States currently have a mid-September primary including NY, Florida and Arizona. As Calpeek hit deadline, no hearing date has been set for SB 1975. Stay tuned...

CAMPAIGN 2002: 7 DISTRICT ATTORNEYS DEFEATED FOR REELECTION. 4 INCUMBENT DAs IN RUNOFFS.

Editor's note: Some well-known names in law enforcement were defeated for reelection, while a number of other well-known DAs were forced into November runoff. Here's a brief update...

...DAs who were defeated for reelection included Sonoma Co.'s Michael Mullins (by DDA Stephen Passalacqua); Sierra Co.'s Sharon O'Sullivan (by circuit prosecutor Larry Allen); Santa Cruz Co.'s Kathryn Canlis (by DDA Bob Lee); Del Norte Co.'s Robert Drossel (who failed to make a runoff against DDAs Nan Udell & Mike Rease); Modoc Co.'s Thomas Buckwalter (by former DDA Jordon Funk); Humboldt Co.'s Terry Farmer (by attorney Paul Gallegos); and Plumas Co.'s James Reichle (by DDA Jeff Cunan)...

...The BIG surprises: Humboldt Co.'s Farmer (DA since 1982); Sonoma Co.'s Mullins (DA since 1994); and Canlis (1-term DA). In 1998, 5 incumbents were defeated...

...The 4 incumbent DAs who were forced into runoffs were San Bernardino Co.'s Dennis Stout (35.2%) vs. DDA Mike Ramos (42.7%); San Diego Co.'s Paul Pfingst (41.2%) vs. Judge Bonnie Dumanis (23.1%); Calaveras Co.'s Jeff Tuttle (44.6%) vs. attorney Ryan Chaves-Ochoa (28.7%); and El Dorado Co.'s Gary Lacy (41.9%) vs. DDA Eric Schlueter (47.7%). Of this group, sources think Stout and Pfingst are the most vulnerable...

...In the OPEN seats, there will be a runoffs in Contra Costa Co. between Chief DDA Bob Kochly and S.F. Co. ADA Mike Menesini; in Fresno Co. between DDA Elizabeth Egan (44.67%) and DDA Jeff Hamilton (28.43%); and San Benito Co. between Monterey Co. DDA John Sarsfield (47.5%) and PD Arthur Cantu (26.7%)...

...OPEN seat winners included PD Arthur Maillet in Inyo Co.; Bob Brown in Mendocino Co.; and Greg Totten in Ventura Co...

...Incumbent DAs who won contested primaries included Mike Ramsey (Butte); Robert Burns (Lassen); Norm Vroman (Mendocino); Tony Rackauckas (Orange); Grover Trask (Riverside); David Paulson (Solano); and Gregg Cohen (Tehama). 32 other incumbent DAs were reelected without opposition. L.A.'s Steve Cooley and S.F.'s Terence Hallinan were not up for reelection. Stay tuned...

CAMPAIGN 2002: MORE MARCH PRIMARY ANALYSIS.

Editor's note: Calpeek needs to wrap up a few more odds & ends from the just completed Mar. 5th Calif. primary...

◆ *Turnout Inching Upward* – On March 6th the turnout among registered voters was 31.1%. As of March 13th the turnout had moved upward to 32.6%...

◆ *The \$6 Million Mistake* – GOP sources estimate that had Secretary of State Bill Jones not withdrawn his endorsement of 2000 GOP presidential candidate George W. Bush (and then backing U.S. Sen. John McCain), he would have been the GOP gubernatorial nominee AND had a primary warchest of at least **\$6 million**. And other sources say had Jones stayed with Bush, there would have been no reason for the White House to "recruit" former L.A. Mayor Richard Riordan...

◆ *Decline To State Voters* – How many DTS voters cast ballots in the March 2002 primary? DTS voters represent

about 14% of all registered voters in Calif. But there's no way to tell right now how they voted because when the State got rid of the Open Primary, color-coding of ballots to spot DTS voters got tossed too. But sources think that about 200,000 DTS voters requested GOP ballots; while another 40,000 may have requested Demo ballots. And perhaps another 100,000 DTS voters also went to the polls, but only cast ballots in the non-partisan races and for/against ballot measures. Just guess work – as is this: sources think 35% of Riordan's vote may have come from DTS cross-overs. Beginning Mar. 6, 2006, there will be a DTS data breakout because of SB 585 (Perata-Peace)...

◆ **L.A.'s 2nd Council District** – Although she hasn't declared victory, it appears that DreamWorks exec Wendy Greuel will replace Joel Wachs in L.A.'s 2nd Council District. Latest tabulation gives Greuel a 299-vote lead over Demo Assemblyman Tony Cardenas, with about 400 ballots remaining...

◆ **Prop. Q Bond in L.A.** – A big \$600 million bond for police & fire facilities was just below the 2/3rds requirement last week, but is now at 66.79%, with about 5,000 provisional ballots remaining...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ **Keep Your Eyes on AB 1790** – This is a bill to reform Calif.'s 3 Strikes Law by requiring that the 3rd strike be a serious or violent offense. The current law allows any felony to be counted as a 3rd strike. If approved by the Legislature and signed by Gov. Davis, AB 1790 would be placed on the 2004 ballot for voter ratification or rejection. L.A. Demo Assemblywoman Jackie Goldberg is the author. FYI: AB 1790 was approved in the Public Safety Cmt. on Mar. 12th by a 4-2 vote...

■ **Hahn "Main Course" at L.A. Political Roast** – The 5th annual Los Angeles Political Roast (for the American Diabetes Assn) features L.A. Mayor Jim Hahn as the roastee. 6 p.m. reception/7 p.m. dinner, Mar. 19th at Beverly Hilton Hotel, L.A. MC is CNN's Larry King. Info (323)966-2890, ext. 7445...

■ **Election Day Registration** – There are only 6 states in the U.S. which have election day registration: Idaho, MN, Wyoming, New Hampshire, Maine and Wisconsin. And according to Robert McKay of the S.F.-based McKay Foundation – key backer of this proposed November initiative – these 6 states are among the top 10 in voting...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Mar. 19	5 th annual L.A. Political Roast, Beverly Hilton Hotel. L.A. Mayor Jim Hahn is roastee.
Mar. 21-23	AAPC 2002 spring conference at Gaslamp Quarter Hilton, San Diego.
Apr. 9	Long Beach municipal election.
Apr. 12	Grand opening of Alameda Corridor in L.A.
Apr. 25	Pat Brown Inst.'s 21 st annual awards dinner, Biltmore Hotel, L.A.

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Longtime CA Assn. of Realtors PAC director Peter Mitchell has opened his own political consulting firm, with offices in So. Calif. & Sacto. (714)990-4237...

● Gov. Davis has named former SCE president Michael Peevey to the PUC. He replaces PUC Comm. Richard Bilas who recently resigned...

● MWW Group's L.A. office wins 1st place award from *PR Week* for AIDS/HIV prevention campaign for City of L.A...

● L.A.-based The Afriat Consulting Group hires Mike Salk, former deputy to Councilwoman Ruth Galanter. Salk will be the firm's Director of Public Affairs...

● Bill Halldin has moved is PR/PA firm to 720 Sunrise Ave., Ste. B-204, Roseville, CA 95661. (916)781-0657...

● Consultants Ann Beser, Roger Lee, Tom Owens & Mark Siegel have former Beser Lee Owens Siegel Group, LLC. Siegel will head the firm's L.A. operation (213) 895-4646...

CALPEEK'S MARKETPLACE NETWORK

● **Seeking experienced professional** to develop strategies/tactics/materials and manage communications programs for business and public agency clients concerned with policy issues. Good writing skills and effective client interface experience are essential. Resumes to: HR Director, 10866 Wilshire Blvd., #550, Los Angeles, CA 90024.

CALPEEK's Marketplace Network is a listing of employer and employee availabilities for those engaged in campaign consulting, public affairs, public relations, government relations and legislative advocacy. The cost for each listing is \$25 for up to 40 words. Send ad copy with payment (*no invoicing*) to CALPEEK, Attn: Marketplace Network, P.O. Box 1468, Beverly Hills, CA 90213. For info ☎(310)659-0205...